

WI-582
Boulevard Theater
Salisbury
Private

1946-47

The opening of the Boulevard Theater in Salisbury was announced with significant enthusiasm on June 27, 1947 in an article printed in *The Salisbury Times*. Billed as the largest theater on the Shore, the facility boasted new postwar technologies in its design and construction unlike the older theaters throughout the region. The newspaper commented that:

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.

The article went on to describe the glass bricks used in the construction of the two box offices as well as the large futuristic mural that dominated the lounge. At the opening night's performance a special film produced by Maryland Governor William Preston Lane was featured. The Boulevard is the last surviving theater in Salisbury's historic business district, and it was the longest in operation. It closed recently in 2000. Recently, the Boulevard was gifted to the Salisbury/Wicomico Arts Council, which hopes to convert the facility to a performing arts center.

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. WI-582

1. Name of Property (indicate preferred name)

historic Boulevard Theater

other Hoyt's Cinema

2. Location

street and number 317 East Main Street not for publication

city, town Salisbury vicinity

county Wicomico

3. Owner of Property (give names and mailing addresses of all owners)

name Wicomico County/Salisbury Arts Council

street and number telephone

city, town Salisbury state MD zip code 21801

4. Location of Legal Description

courthouse, registry of deeds, etc. Wicomico County Clerk of Court liber 977 folio 315

city, town Salisbury tax map 107 tax parcel 833 tax ID number 5-025818

5. Primary Location of Additional Data

- ☐ Contributing Resource in National Register District
☐ Contributing Resource in Local Historic District
☐ Determined Eligible for the National Register/Maryland Register
☐ Determined Ineligible for the National Register/Maryland Register
☐ Recorded by HABS/HAER
☐ Historic Structure Report or Research Report at MHT
☐ Other: _____

6. Classification

Category	Ownership	Current Function	Resource Count
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> agriculture	Contributing
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> landscape	Noncontributing
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input checked="" type="checkbox"/> commerce/trade	<input type="checkbox"/> buildings
<input type="checkbox"/> site		<input type="checkbox"/> defense	<input type="checkbox"/> sites
<input type="checkbox"/> object		<input type="checkbox"/> domestic	<input type="checkbox"/> structures
		<input type="checkbox"/> education	<input type="checkbox"/> objects
		<input type="checkbox"/> funerary	<input type="checkbox"/> Total
		<input type="checkbox"/> government	
		<input type="checkbox"/> health care	
		<input type="checkbox"/> industry	
		<input type="checkbox"/> recreation/culture	
		<input type="checkbox"/> religion	
		<input type="checkbox"/> social	
		<input type="checkbox"/> transportation	
		<input type="checkbox"/> work in progress	
		<input type="checkbox"/> unknown	
		<input type="checkbox"/> vacant/not in use	
		<input type="checkbox"/> other:	

Number of Contributing Resources previously listed in the Inventory

7. Description

Inventory No. WI-582

Condition

<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins
<input type="checkbox"/> fair	<input type="checkbox"/> altered

Prepare both a one paragraph summary and a comprehensive description of the resource and its various elements as it exists today.

The Boulevard Theater, also known as Hoyt's Cinema, is located at 317 East Main Street in the center of the downtown business district of Salisbury, Wicomico County, Maryland. The single-story, stuccoed front brick theater faces south.

Built in 1946-47, the single-story brick theater consists of a large single-story center block with parapet walls, which is flanked by three-bay side wings with stepped parapets in descending height from the center block. The center block has a metal and glass marquee fixed atop multiple metal and glass doors. Ticket booths to each side of the entrances are incorporated in curved glass block walls that connect the recessed entrance doors to the outer plane of the theater walls. Fixed atop the main marquee is a vertical sign of metal and neon labeled "Movies 6." The wall surface above the marquee is covered with a smooth stucco with a linear border. The top of the main block has a slightly stepped parapet. To each side of the main block are three-bay wings marked by an asymmetrical series of entrances and secondary marquee cases. A metal awning that stretches the full front of the side wings is supported by metal anchors set into the wall. The wall surfaces above the awning are treated with the same stuccoed surface as the main block with a repeating linear design. The top of the wall is finished with a stepped parapet in descending height from the main block.

The north side of the main block is an unstuccoed eight-course common bond wall with double door entrances at each end. In addition to the metal double doors are metal downspouts that drain water from the sloping roof behind the parapet walls. A single-flue brick furnace stack rises above the parapet wall.

The interior has retained some of its 1940s Art Deco inspired décor. Cat-tails executed in a stylized Art Deco design highlight some of the wall surfaces.

8. Significance

Inventory No. WI-582

Period	Areas of Significance	Check and justify below		
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input type="checkbox"/> industry	<input type="checkbox"/> philosophy
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input checked="" type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 2000-	<input type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input type="checkbox"/> social history
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other:

Specific dates

Architect/Builder

Construction dates 1947

Evaluation for:

☐ National Register

☐ Maryland Register

☒ not evaluated

Prepare a one-paragraph summary statement of significance addressing applicable criteria, followed by a narrative discussion of the history of the resource and its context. (For compliance projects, complete evaluation on a DOE Form – see manual.)

The opening of the Boulevard Theater in Salisbury was announced with significant enthusiasm on June 27, 1947 in an article printed in *The Salisbury Times*. Billed as the largest theater on the Shore, the facility boasted new postwar technologies in its design and construction unlike the older theaters throughout the region. The newspaper stated:

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.¹

The article went on to describe the glass brick used in the construction of the two box offices as well as a large futuristic mural that dominated the lounge. At the opening night's performance, a special film produced by Maryland Governor William Preston Lane was featured. The Boulevard is the last surviving theater in downtown, and it was the longest in operation. It closed in 2000. Recently the Boulevard was given to the Salisbury/Wicomico Arts Council, which hopes to convert the facility into a performing arts center.

¹ The Salisbury Times, 27 June 1947.

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. WI-582

Name
Continuation Sheet

Number 8 Page 1

Boulevard Theater
East Main Street
Salisbury, Wicomico County, Maryland
Chain of title

Map 107, Parcel 833

977/315 Nathaniel R. Wooten, Rebecca W. Phippin, Trustees and
Margaret and Richard Insley and Ralph Furman Richardson

to

7/1/1982 Capitol Industries, Inc.
\$120,000 10,009 square feet

1. deed dated 6/5/1936, 196/246, by and between the Salisbury Realty Company and R. Furman Richardson and Nathaniel R. Wooten

196/246 The Salisbury Realty Company

to

6/5/1936 R. Furman Richardson and Nathaniel R. Wooten
3 lots or parcels on the northerly side of and binding upon
East Main Street

EAT 70/72 Henry B. Freeny
Grace E. Freeny

to

4/14/1910 Salisbury Realty Company

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. *WI-582*

Name
Continuation Sheet

Number 8 Page 2

The Salisbury Times, June 27, 1947

The Boulevard, the Eastern shore's largest theater, will be open for public inspection Sunday and Monday afternoon before the formal opening show Monday night.

The 1,105-seat theater incorporates wartime and postwar developments in acoustics, decorative materials, lighting and air conditioning. It was designed by Newell Howard and Raymond Todd of Ulman Theater Corp., which will operate the theater.

Unusual features are nursery and party booths in the balcony, the nursery being available for small restless children. The nursery is soundproofed with separate sound equipment so that a picture may be seen and heard from the booth.

Across the balcony from the nursery booth is a party booth for private theater parties.

The ceiling of the auditorium is acoustic tile with concealed lighting channels in the secondary ceiling around the walls. Four colors of lights in the channels cast predetermined reflections and color over the theater, the light pattern being controlled by a motor driven switch system. Stage lighting is controlled by the same system.

The walls are draped in subdued spun glass cloth, indirectly lighted. Wall wings bring the walls in toward the stage in illuminated, curved sections. Aisle carpeting is a plain design in dawn grey.

Entrance to the Boulevard is unusual in that there are two box offices, in glass brick, at either side of the lobby, separated by a wide panel of plate glass doors. Large mirrors add to the lobby's size.

The mezzanine lounge is reached by wide, open staircases in natural wood at each side of the lobby. Here also the lighting is concealed, being accentuated by illuminated glass brick.

A bright, futuristic mural is the center point of the lounge decoration. Drinking fountains and rest rooms are located off the lounge and access to the balcony is by a wide center stairway.

The theater will hold open house from 2 to 4. p.m. Sunday afternoon and at the same hours Monday.

At the opening night performance Monday, and through next week, a special sound film of Governor Preston Lane will be shown. The film was made in honor of the Boulevard opening.

9. Major Bibliographical References

Inventory No. WI-582

The Salisbury Times, 27 June 1947.

Wicomico County Land Records, various volumes, Wicomico County Courthouse.

10. Geographical Data

Acreage of surveyed property 3.360 square feet
Acreage of historical setting 3.360 square feet
Quadrangle name _____

Quadrangle scale: 1:24,000

Verbal boundary description and justification

The metes and bounds of this property are coincidental with the current boundary of the lot.

11. Form Prepared by

name/title	Paul B. Touart, Architectural Historian		
organization	Private Consultant	date	3/28/2001
street & number	P. O. Box 5	telephone	410-651-1094
city or town	Westover	state	Maryland 21871

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
DHCD/DHCP
100 Community Place
Crownsville, MD 21032-2023
410-514-7600

second class matter at the Postoffice at
Salisbury, Md., under act of Congress of March 3, 1879

SALISBURY, MARYLAND, FRIDAY EVENING, JUNE 27, 1947

Today's Times is Printed in
Two Sections. Section One

m Gunby,
ess, Civic
r, Dies



Sham Gunby

Gunby, a ...
for nearly a ...
d in Peninsula ...
at 8:55 a.m. today

out three weeks ago ...
became ill, he actively ...
peration of ...
a wholesale and ...
the firm established in ...
1872

Others will be held in the after-
noon. They include: Bicycle rodeo
with prizes for the best decorated
tricycle and rider, and a tricycle
race for children under seven
years of age; a bag race, pie-eat-
ing contest, and a balloon battle

CHILDREN TO ROMP AT JULY FOURTH PARTY

Contests, Fireworks And
Refreshments Feature
Annual Program

Wicomico county kids will get
their chance to howl next week
when the Salisbury Junior Cham-
ber of Commerce and Chamber of
Commerce stage their second an-
nual July Fourth children's party
in Municipal Park.

The two chambers are adver-
tising "a full day of fun," and are
prepared to back it up with a
round of 12 contests, free fire-
works, a band concert, and all the
fixings of lemon and lemonade the
kids can guzzle. First aid sta-
tions will be provided for children
who over-enjoy themselves.

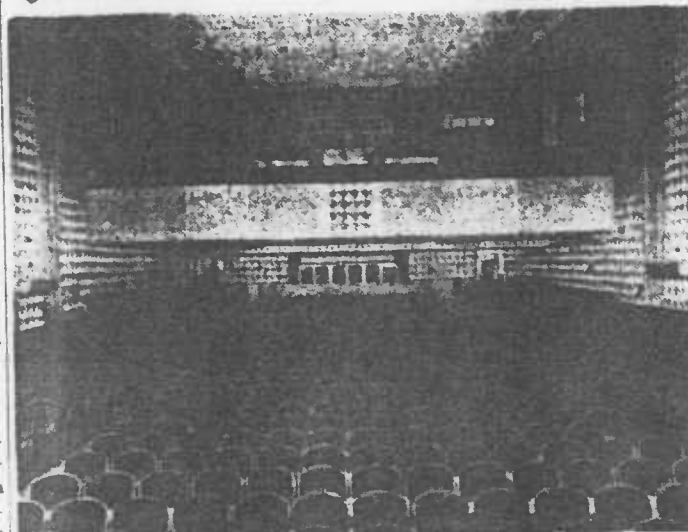
Contests are open to all chil-
dren between the ages of three
and 17, but they'll have to hurry.
Applications must be filed in
writing prior to June 29 in care
of Ray Jones, 104 East Isabella
St. Blanks may be obtained from
local retail stores or newspapers.
Cash prizes and blue ribbons will
be given to all contest winners.

In case of rain, the party will
be held on July 5.

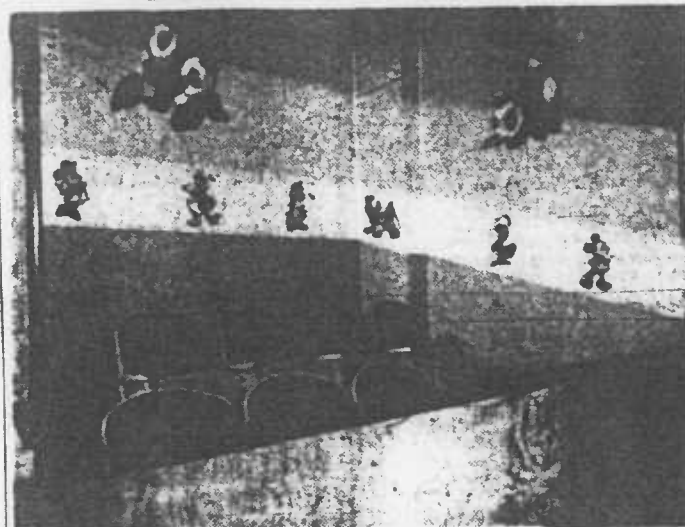
The contests will begin with the
soap box auto races 10:30 a.m. on
the east part of South Park Drive.
Seven have entered home-made
racers.

Others will be held in the after-
noon. They include: Bicycle rodeo
with prizes for the best decorated
tricycle and rider, and a tricycle
race for children under seven
years of age; a bag race, pie-eat-
ing contest, and a balloon battle

Shore's Largest Theater, The Boulevard, To Open Here



BALCONY AND LOBBY FROM STAGE



THE GLASS-ENCLOSED NURSERY

The Boulevard, the Eastern The 1,105-seat theater incorpor-
ates wartime and postwar devel-

CIO LEADERS TO SET POLICY ON LABOR BILL

Truman Plea To Unions,
Management Asks For
Cooperation

Washington, June 27—(AP)—
Leaders of 6,000,000 CIO mem-
bers, cautioned by President Tru-
man along with all labor and man-
agement to live up to the new
Taft-Hartley law, gathered today
to draft a program of contest or
compliance.

CIO President Philip Murray
convened his 51-member executive
board to hear an up-to-the-minute
size-up of the new statute as com-
piled by the labor organization's
entire legal staff. Attorneys for
each of the 49 CIO unions met
here yesterday with general coun-
sel Lee Pressman.

Both the AFL and the CIO have
rejected the idea of general protest
strikes, although AFL President
William Green told reporters yester-
day that unions throughout the
nation were urging him to call one
to last "until the act is repealed."

Instead, Green called a meeting
here July 9 of the heads of the
AFL's 105 unions, to go over the
law and determine a program of
policy—the same type of session
fixed for today by Murray and
the CIO.

MR. TRUMAN made his appeal
for compliance by employers and
unions in a formal statement at
his news conference late yesterday.
He called upon both labor and
management "to exercise patience
and moderation in accommodating
themselves to the changes made
necessary by the act."

"In accordance with the consti-

Foreign Min Meet In Pa European

U. S. To Give China Ammunition

Washington, June 27—(AP)—
The United States has agreed to
turn over to China 130,000,000
rounds of surplus rifle ammuni-
tion for weapons of Generalis-
simo Chiang Kai-Shek's troops.

State Department officials
told reporters that the Nanking
government has been authorized
to purchase other military sup-
plies from American private
manufacturers.

On the question of economic
aid for the hard-pressed nation-
alist government, the Export-
Import Bank announced it will
consider lending money to China
for specific projects.

UN DEBATES BALKAN PROBE

Yugoslavia, Albania And Bulgaria Are Blamed

Lakes Success, June 27—(AP)
The United States charged today
that Yugoslavia, Albania and Bul-
garia had "violated some of the
fundamental principles" of the
United Nations charter by aiding
guerrilla fighters in northern Greece.

Opening the Security Council
debate on the report of the U. N.
Balkan investigating committee

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...case of rain, the party will be held on July 5.

The contests will begin with the soap box auto races 10:30 a.m. on the east part of South Park Drive. Seven have entered home-made racers.

Others will be held in the afternoon. They include: Bicycle rodeo with prizes for the best decorated bicycle and rider, and a tricycle race for children under seven years of age; a bag race, pie-eating contest, and a balloon battle.

Prizes will also have their day. Prizes will go to the handsomest and ugliest canine as well as to the cutest cat, the cat with the longest tail, and the most unusual dog.

...n followed an operation the past 10 days.

...as president of the W. I. Corp., and a member of directors of the National Bank, the East Public Service Co. Continued on Page 2.

HELD IN URGLARIES

Questioned In Robberies

June 27—A 42-year-old man is being held in connection with a robbery at Wilson's... and a theft of \$100 from a... at the... the culprit... a box of cigars... were a...



THE GLASS-ENCLOSED NURSERY

The Boulevard, the Eastern shore's largest theater, will be open for public inspection Sunday and Monday afternoons before the formal opening show Monday night.

LEGION HERE ELECTS ENNIS

Nine World War II Veterans Are Named

Carroll Lee Ennis, former post adjutant, was elected commander of Wiconuco Post No. 64, American Legion, last night, to become the first World War II veteran to hold that office.

He succeeds S. Denmead Kolb, World War I veteran who was elected to the post executive committee. Eight other World War II men were swept into office along with Ennis, giving them a majority of the 16 positions.

The list of officers includes: Charles Stocksdales, first vice-commander; George E. Porter, second vice-commander; Russell Mayers, adjutant; Rev. Eugene T. Stout, chaplain; William Miller, service officer; J. Edgar Purnell, finance officer.

Members of the Junior Chamber of Commerce who head the committee planning the party are: Dale Rhodes, general chairman; Rev. Nelson Gage, music and invocation; Oscar Davis, traffic control; and first aid; Toby Richards, secretary; James Geddes, secretary; Raymond... prizes, and contests; James Snow, secretary; Carl Vincent, treasurer; and Robert Hill, refreshments.

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AFL's 105 unions, to go over the law and determine a program of policy—the same type of session fixed for today by Murray and the CIO.

MR. TRUMAN made his appeal for compliance by employers and unions in a formal statement at his news conference late yesterday. He called upon both labor and management "to exercise patience and moderation in accommodating themselves to the changes made necessary by the act."

"In accordance with the constitutional processes of our government," he said, "we must all respect its provisions."

Mr. Truman formally pledged that despite the enactment of the Taft-Hartley law over his veto, he will do all in his power to make sure the act "is well and faithfully administered."

"Insofar as management and labor are concerned," he declared, "there is a vital responsibility upon them to comply with the law in a spirit of tolerance and fair play. Neither management nor labor will achieve any long-range benefit by seeking to use the provisions of this act to gain unfair advantage or to sustain arbitrary attitudes."

U. S. Ready To Quit Coal Mines

Pittsburgh, June 27—(AP)—With nearly two-thirds of the nation's miners on strike and a fuel shortage pinching steel mills and railroads, the government prepared for an exit from the soft coal business at midnight tonight.

Actually the U. S. flags at the mines, symbols of government operation, will not be lowered until Monday noon, but tonight the miners begin a 10-day vacation with pay granted in their contract with the naval coal mines administration.

The government took over the mines during another strike—on May 21, 1946, after little or no coal had been dug for 59 days.

The present walkout dated only from last Monday when Congress overrode President Truman's veto of the Taft-Hartley labor bill. Within a few hours several thousand miners had left the pits;

Yugoslavia, Albania And Bulgaria Are Blamed

Lakes Success, June 27—(AP) The United States charged today that Yugoslavia, Albania and Bulgaria had "violated some of the fundamental principles" of the United Nations charter by aiding guerilla fighters in northern Greece.

Opening the Security Council debate on the report of the U. N. Balkan investigating committee, Warren R. Austin, chief U. S. delegate, declared that was no doubt that the facts bore out the majority findings that the Soviet satellites were primarily to blame for the continuing Balkan disorders.

Austin at the same time proposed formally that the council approve the commission's recommendations for U. N. machinery to keep a careful watch over the troubled zone where the four Balkan neighbors have common frontiers.

His proposal called for either a neutral commission or commissioner to be sent to the area for a minimum of two years, with instructions to report to the Security Council at least once every three months.

As the council entered this new phase of the Balkan problem, it had two major questions to answer:

- Whether to uphold the findings of the commission, which it created last December to make an on the spot investigation.
- What to do about the situation, which every delegate agreed was a potential source of much future trouble.

Boston Mayor Begins Sentence In Jail

Danbury, Conn., June 27—(AP) James M. Curley, a substitute already vested with his powers as mayor of Boston, began today a six to 18 months term for mail fraud—a punishment he likened to a "death sentence."

Even as the colorful 72-year-old Boston politician was being sped to the federal correctional institution here last night, the Massachusetts legislature enacted emergency legislation to fill his

THE Salon: Parrot the Po cause tapest Neig posing their nomic brought Since day, A Under nomic Prime key P sumab He is for as Clay the B govern nation inter for h cover raw induc energ Off tha line by a vers prop that cover self pectr Ne gotia U. S must and must Aid Urg Lon thorit States nation concl Europ ed a frame The clusio at in Britis Clayt

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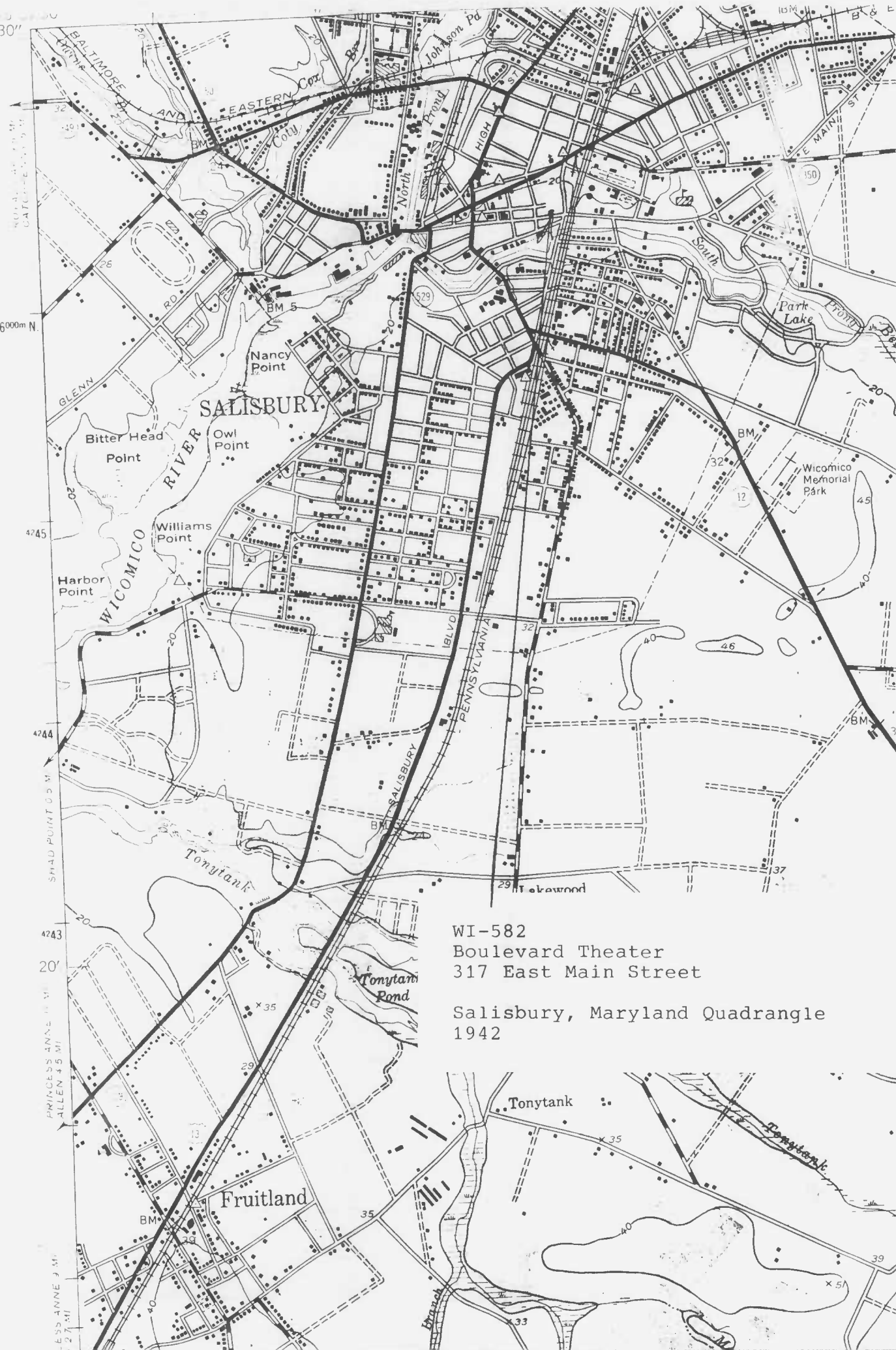
4244

4243

20'

PRINCESS ANNE 16 MI
ALLEN 4.5 MI

LESS ANNE 3 MI
2.7 MI



WI-582
Boulevard Theater
317 East Main Street

Salisbury, Maryland Quadrangle
1942



W1-582

Boulevard Theatre

Salisbury, Wicomico Co., MD

South elevation

3/01, Paul Touant, Photomatched
NEG. / with historical photo

1 x 3



NI-582

Boulevard Tietzel

Salisbury, Winnebago Co. MS

South elevation

3101, Paul Touret, PHOTOGRAPHIC

Wz. / and Historical Trust

2013



W1-582

Boulevard Theater

Salisbury, Wicomico Co., Md.

North + Elevation

3101, Pass Tourant, Pittman Road

Net. / and Historical Trust

3 of 3